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CIGARETTE BRANDS RATED ON SAFETY

Cancer Center Study Urges
Smoking of Products With
Low Tar and Nicotine

56 TYPES ARE ANALYZED

Industry Asked to Develop
Better Filters for Those
Who Cannot Break Habit

By JANE E. BRODY

A leading cancer research institute, reporting yesterday on its analysis of tar and nicotine content of 56 brands of cigarettes, advised smokers who cannot break the habit to switch to brands that contain low quantities of these harmful substances.

It said that "changes in this direction offer appreciable public health gains."

The study was done by Dr. George E. Moore and his associates at Roswell Park Memorial Institute, New York State's cancer research and treatment center in Buffalo. The report was published in the March issue of Cancer, the journal of the American Cancer Society.

The study showed that "some filters on cigarettes are helpful but others are not adequately protecting people," Dr. Moore said in a statement yesterday.

"Our study and information from the tobacco industry itself indicates that more effective filters can be developed," he stated.

"We believe that improved filters would help stop needless and premature deaths of the 300,000 Americans who die each year from lung cancer, and other kinds of cancer, emphysema, and chronic bronchitis, and other diseases associated with heavy smoking."

Asked about the Roswell Park report, various cigarette manufacturers said they would prefer to reserve comment until they had carefully reviewed the study.

Lowest in Content

In the analysis of the 56 brands, Marvel and Cascade, both king-size filter-tip cigarettes manufactured by Stephano Brothers, ranked lowest in tar, tar and nicotine content. The 56 brands represented nearly all those marketed in the United States at the time of the study.

Marvel yielded an average of 8.3 milligrams of tar and 0.22 milligrams of nicotine per cigarette, and Cascade yielded 9.1 milligrams of tar and 0.34 milligrams of nicotine.

The highest tar and nicotine content was found in unfiltered king-size Ralights, a product of the Brown and Williamson Tobacco Corporation. A typical Ralight contains 43.4 milligrams of tar and 2.64 milligrams of nicotine, the study showed.

One of the study's most disturbing findings, according to the scientists, was that one filtered cigarette—king-size Pall Mall—yielded more tar and nicotine than the unfiltered king-size cigarette of the same brand.

In tests of Chesterfield, Lucky Strike and Camels, the scientists found that the smoker gets as much or more tar and nicotine from the filter cigarette as from the unfiltered, regular cigarette of the same brand.

The study also showed that some filters are much better than others. The Marvel filter, for instance, was nearly five times more effective in blocking tar than the Pall Mall filter.

Dr. Moore observed in a telephone interview that cigarette advertising had given smokers the impression that filters would protect them from the dangers of smoking.

"Unfortunately, in many cases, they are not being protected," the doctor said.

Numerous studies have shown that cigarette smokers are much more likely than nonsmokers to suffer from lung cancer, em-

Continued on Page 95, Column 3

CIGARETTE BRANDS RATED ON SAFETY

Continued From Page 49

physema, heart disease and other ailments.

Animal studies have linked cigarette tars to the development of cancer and nicotine to the development of heart disease.

The Tobacco Institute, which represents tobacco manufacturers, said in a statement yesterday:

"We know of no valid scientific evidence demonstrating that either tar or nicotine is responsible for any human illnesses. We believe this emphasis on tar and nicotine can mislead and confuse the public."

Some cigarette companies have nevertheless, worked hard

to satisfy public demand for low tar-low nicotine cigarettes.

In the Roswell Park study, four cigarettes from each brand were "smoked" by a machine that automatically puffed once a minute with the same amount of pressure until each cigarette

had reached the average length at which smokers discard their cigarettes—about an inch for unfiltered and an inch and a quarter for filtered brands.

The scientists said that analysis on the basis of tar and nicotine content per puff rather than per cigarette had made

only slight differences in the ranking of the various brands but had not changed their approximate positions on the list.

"People don't smoke on a per-puff basis," Dr. Moore said. "Besides, the tar-nicotine content of a puff usually changes as the cigarette is smoked."

Last August, when the Roswell Park group announced preliminary findings on the tar and nicotine contents of eight brands of cigarettes, manufacturers countered that analysis on a per-cigarette rather than a per-puff basis was "unfair and inaccurate."

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